



Roll up additional revenue!

Last year, Merit Bowling generated more than 200,000 dollars at 1,500 participating Bowling Proprietors' Association of America (BPA) bowling centers. That's more than \$400,000 in extra league bowl Plus, all the increased profits from food and beverage sales, and other income productions.

Get high rolling promotional support!

When you join the Merit Bowling effort, you'll get everything you need to build excitement and attract fans to your bowling center: posters, banners, counter cards, personal brochures, permanent signage & bar kits. (See elements on back.)

Bowl over your bowlers!

It's a once-in-a-lifetime opportunity for your bowlers! All league bowlers age 21 and over automatically qualify to participate and have a shot at a trip to Las Vegas, Nevada, to bowl with the pros for \$125,000 in total prize money!

It's easy!

Here's how the 1997 Merit Bowling program will work at your center. First round qualifying takes place during regular league play from September 15 through October 15. Each night, 10 league members who roll the high score in their league will receive a Merit "Shot at the Game" certificate and advance to the Business Championship level between October 20 and November 2. From there, top bowlers advance to state and regional competitions to be completed by November 15. Regional winners (one team, one woman; revenue round skip) advance and bowl accommodations to Las Vegas to compete in the \$125,000 Merit Pro-Am on December 11 and 12. While there, they'll also be invited to watch the \$200,000 World Official Bowlers Tournament conducted by the Professional Bowlers Association and the Ladies Pro Bowlers Tour on December 13 and 14.

Get on a roll today!

All you have to do is contact your state BPA today to enroll in the 1997 Merit Bowling Program. Then watch as the excitement - and profits - roll up at your bowling center.

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